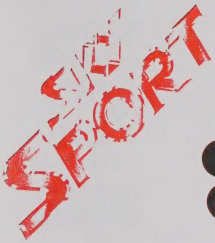
Why Should

YOUR HOME

Have Cable Television?



Reason One:

Cable is your Passport to the WORLD.!

Far North Cable TV Ltd.
PO Box 30, Mangonui
Telephone 406-0651

HOW DOES CABLE TV WORK?

√ We have seven **satellite "dishes" operating now - will have 10 by year end**

√ Everything you ever knew **or believed about receiving television is changing - rapidly. We are "future proofing" you against change.**

√ If you are curious **how it all works - read on!**

1st

There is the satellite, an electronic marvel, 36,000km above the equator which receives transmissions from earth, then turns them around sending the back to

2nd

We have the almost empty space between the satellite and the earth's surface - a "pipe" through which the transmissions "fly" both to and from the earth.

3rd

There is the on-earth satellite dish antenna, a "parabola" in shape, focused very precisely like a telescope on the tiny satellite more than 40,000 km away.

4th

Connected to the dish is a satellite receiver - one for each programme channel to be received. Each is electronically adjusted to receive just one satellite channel.

5th

Before a satellite channel can be viewed in your home on a normal NZ television set, it must be "processed" with special equipment to eliminate impurities.

6th

"Purified," each channel goes to a device called a "Modulator" which places each programme source on its own "channel number." This number becomes your tuning guide.

7th

After individual "treatment," all of the channels are "combined" to flow through a single wire from our "Headend" to subscriber homes; one wire, up to 60+ TV channels!

8th

Our mainline (coaxial) cable is quite large (13mm), is buried beneath ground and purpose designed for "Cable TV" (**CATV**) delivery systems. It will last for decades.

9th

Throughout the community, at intervals of approximately 400 metres, we install "Amplifier Stations" to boost signal levels ensuring all homes equal service.

10th

Individual homes receive a "measured" amount of signal - each the same which is set by our customer service equipment located inside a weatherproof enclosure.

11th

Now all of the TV channels are on their way into your home, through a smaller purpose designed "Drop Cable" we bury from pedestal or "mushroom" directly to your home.

12th

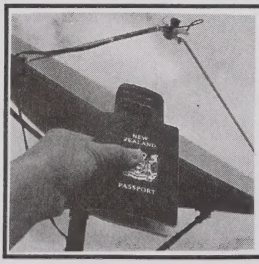
And the drop cable plugs directly into your "Cable Ready" TV, or, to the set-top cable converter unit we supply as a part of the service, giving you instant cable TV access.

13th

Now, with your TV set or our set-top provided remote control you select the channel you wish from our "Menu of Channels" you have chosen for your home.

14th

It is all automatic because we do all of the hard work so you can simply select the channels you wish or "surf the channels" with an easy to use remote control!



AMERICAN MOVIE CLASSICS

"NOT A DAY goes by when a guest does not stop to congratulate us on the unusual selection of world-wide television we have in all of our units. We proudly tell them Beach Lodge was the first in New Zealand to have this innovative television. We are so hooked on Cable TV, we removed our rooftop aerials!"

√ MUST you subscribe to and pay for channels you will "never" watch?
√ CAN you use your VCR to tape record Cable programming?
√ WHY would you subscribe to Cable TV if you seldom watch TV?
√ WHAT about New Zealand Rugby, Cricket, other "exclusive-to-SKY" events?

QUESTIONS and ANSWERS about CABLE TV

MUST YOU SUBSCRIBE to channels you will "never" watch? Far North Cable TV has several "levels" of service including one that is "SKY Sport/(Movie)/(Orange)" ONLY. You select the type of service you wish and pay ONLY for that level. One of our "Levels" should suit you - but if it does not, tell us about it! We are very responsive to subscriber feedback and will make every effort to rearrange our "levels" if sufficient interest is shown by subscribers. Be warned - the more levels we create, the more expensive each level becomes because of the additional specialised equipment required. We listen carefully to subscribers and attempt to create "Levels" that will appeal to the majority of all viewers in the region.

CAN YOU USE YOUR VCR to record all of the Cable channels? **YES!** If your VCR is a Non-Cable ready model, it may require its own "set-top" cable converter if you wish to record one channel while watching another at the same time. We can usually figure out a way to do this for you with a minimum of bother.

WHY SHOULD YOU SUBSCRIBE IF YOU SELDOM WATCH TV? Perhaps you "seldom watch TV" because of limited programming choice? Perhaps you find TV too commercial, too bland, too little concerned with what interests you? **Surprise**. Our Cable channels are anything but limited in programme choice (from Opera and Ballet to recently released movies, from intimate visits with celebrities to Religious Services), most of our channels carry NO commercials or only one or two per hour (!). And, the topics featured range from Auto Racing to Book and Movie Reviews to In-home Electronic Shopping to Irish music to University Courses to in-depth World News as you have never witnessed previously.

WHAT ABOUT NEW ZEALAND RUGBY, CRICKET and other "Exclusive To SKY" events? Far North Cable TV is a satellite affiliate of Sky Network (*) and that means you not only have more TV channels than anyone else in New Zealand (or Australia!), but you can optionally subscribe to Sky Sport (+Movies + Orange Channel **) as well. Your "big city cousins" may have Sky - don't envy them their sport coverage because now you can have Sky plus the dozens of channels available exclusively only through Cable! How often does Northland lead the rest of New Zealand in new technology? Gloat a little - we've earned that right!

* / SKY Sport available April 1, 1997 onward. ** / SKY Movies, SKY Orange available "late 1997" onward.

"An interesting thing happened when we put Cable TV into our home. John, age 7, began watching Discovery Channel rather than cartoons after school. Now he much prefers the nature and science shows of Discovery and my opinion of TV has changed - for the better!"

Discovery CHANNEL
EXPLORE YOUR WORLD

CABLE TV is planned to be FUTURE PROOF!

√ IF SKY is available by satellite, why do I want Cable?

√ I AM interested in Internet; can Cable help here?

√ WHAT is this digital TV thing all about; will Cable "do digital?"

√ IS the promise of 200 TV channels real, or fantasy?

SKY VIA SATELLITE - why subscribe to Cable? The best possible reasons. #1) A SKY 'DTH' (direct to home) satellite dish system can cost you upwards of $650 for installation. Our Cable + SKY installation fee is a fraction of this. #2) The monthly SKY 'DTH' fee is the same or more than the very same SKY service(s) delivered into your home via cable. You actually pay more when you have your own dish! #3) If your home dish system stops working (they do - believe us, we know!) you will be responsible for the service call charge and may wait days for repairs. #4) SKY 'DTH' will never offer you as many channels as Cable TV. And, as we include SKY in our channel line-up, why buy "half a loaf" when you can have the whole loaf! SKY 'DTH' will be great for people who live beyond the reach of our Cable TV lines - but never as good as having Cable TV with the SKY option. And we won't "stick" a satellite dish on your roof to howl in the wind!

INTERNET - Can Cable Help? We think so. Far North Cable TV has trialled an Internet family service called MediaNet; this is Internet with many custom and unique features including up to 2,000 "**free**" shareware programs each month! MediaNet is brand new, and undergoing extensive testing at this time. We expect to be able to offer MediaNet through your Cable TV connection, directly to your PC, by midyear if not sooner. It will be faster (up to 400 kbps), easier to "surf" (use) because of special MediaNet software, "clean" of any possibly undesirable (adult, pornographic) Web Sites and far less expensive than either Telecom or Clear telephone line modem connections (unlimited access, 24 hours daily, for a low flat fee!).

DIGITAL TV - will Cable "protect" me? We already do and pass along the benefits of "Digital TV" to you. Many of our present channels (Discovery, CMT, CNBC, NBC Asia, MCM, Sky News, Star Plus, Deutsche Welle, RAI International and others) are already "Digital" as we receive them. And you can notice the vastly improved reception quality from these "digital" channels. Cable makes the changes to adapt to new technology so you don't have to rush out and purchase new receiving equipment every year or two!

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200 Channels - Fact or Fantasy? More fact than fantasy. We are presently equipped to carry up to 62 separate channels, but have built the Cable TV system to be expandable to 200+ as the need arises. That's another of the "wonders" of Digital TV - more channels in the same cable - and we do all of the hard work of getting it to your home!

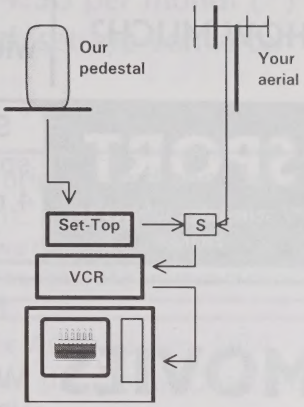
MCM INTERNATIONAL

"MCM music is fantastic! I really appreciate seeing how the various world regions are adapting to modern music tastes and marvel at how creative with new technology the European and African musicians have become. Satellite and Cable are certainly changing the world - now we are all fast track!"

√ HOW does your Cable come into our home?
√ CAN we connect extra TV sets?
√ AND connecting up our VCR?
√ CABLE READY or standard TVs?

HOW WE install CABLE TV to your home

CABLE TO YOUR HOME is a small (7mm) coaxial (cable) which we bury from the pedestal / mushroom through your property to the edge of your home. A 7mm hole is drilled to bring this cable inside. Once inside, the cable is connected to either our set-top converter, or, your TV set if it is "Cable Ready" (see below). The set-top connects to a special "Cable TV or aerial" switch we provide; this is an insurance policy that allows you to switch back to your aerial if there is a problem with Cable (not often, but we want you to know you can always switch back to the aerial if you wish!). From the switch a line runs to your VCR (if you have one) and from the VCR another line goes to your TV set - just as you are now connected for your aerial reception.



EXTRA sets connected to Cable? Not a problem. If you have more than one TV set and your home is already wired for extra TV outlets, we can usually use that wiring to connect the TVs to the Cable. You will require an extra set-top cable converter for each TV set on the premise. **Why?** Once you are connected to Cable, your TV set is tuned permanently to one TV channel and left there. Then you use our set-top Cable Converter to select and change channels through the Cable service. The Cable Converter has its own remote control and allows you to change channels on cable from anywhere in the same room.

Recording with your VCR. Your present VCR will record any Cable Channel coming to it through a set-top Converter. If you wish to record one channel, watch another at the same time, you will require separate set-top units for (1) your VCR, (2) your TV set. If you own a Cable Ready VCR, you eliminate one of the set-top units.

CABLE READY or standard TVs? A "Cable Ready" TV set or VCR directly tunes all Cable TV channels, without the need for a set-top Converter. **Caution**: Not all TV sets promoted as "Cable Ready" really are! The seller should warrant to you the TV (or VCR) will tune continuously from 45 to 550 MHz, no gaps; in the trade they call this "Hyper Band tuning." ANY television set can be made "Cable Ready" with the addition of our set-top Converter - as well any VCR. We have yet to find a TV set that cannot be made to work for Cable with the addition of the set-top unit.

"One night last week I went to Japan for three hours, totally involved in the wonderful scenery and life styles I saw on channel 30 (NHK TV, Tokyo). I love to travel, and Cable's variety of channels take me all over the world from my living room!"

TV5
LA TÉLÉVISION INTERNATIONALE

BASIC CABLE
Our Most Economic Level

√ 13 Channels **including studio-perfect reception from TV1, TV2 & TV3**
√ DISCOVERY **(our most popular!)**, TNT Movies, Cartoons **included**
√ MCM Music **and** CMT **(Country Music TV) included**
√ **plus** CNN, NBC Asia and CNBC!

HOW MUCH?	$25 per month without set-top converter	$29.50 per month with set-top converter

SPORT
***/ schedules subject to change**

Seven nights a week at 7PM (*) on NBC Asia, more sport at 11PM (*). Four hours of sport every Saturday, 4 more hours on Sunday! AND of course all of the New Zealand sport from TV1, TV2 and TV3.

MOVIES

MGM Studios (TNT) movies every single day - 2PM, approximately 4, 6 and 8PM seven nights a week! Wholesome, family movies. PLUS weekend movies on NBC Asia and scheduled movies on TV1, TV2 and TV3.

MUSIC

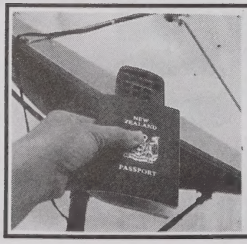
Country Music Television (Nashville) 24 hours per day. MCM Music (Paris) 24 hours per day with featured name group concerts, daily feature artists - the most exciting music videos available on the planet today!

ADVENTURE

DISCOVERY - "Like National Geographic Magazine on television." Nature, Science, History, visually stimulating documentaries - past, present and future. And on Cable - Discovery is 24 hours per day!

CHILDREN
(of all ages!)

CARTOONS (on the Cartoon Channel) to Children's Mystery Hour, Children's Concerts, Basic Computer Learning Courses, Special Children's Movies, even special News Programmes for kids.



THE FILM AND ARTS Bravo NETWORK

"In my household we love movies! I still can't get over how many movies we have available every day, complete from start to finish without commercials! We bought a Cable Ready TV and then added a set-top converter so we can watch one movie and tape another simultaneously-what a fantastic improvement!"

√ Literally - *"The WORLD At Your Fingertips"*

√ LIVE and satellite DIRECT from Europe, Asia, North America, Australia, South America and Africa - 24 hours a day!

√ TOUR the world without leaving your easy chair

PREMIUM
CABLE
Everything there is to see on TV - anyplace!

HOW MUCH?	$50 per month (*) without set-top converter	$54.50 per month (*) with set-top converter

* / Over 65? Senior Discount is $37.50 without converter, $42 with converter!

THE WORLD At Your Fingertips!

An overwhelming selection of original (indigenous) programming from every continent: Australia, China, Egypt, England, France, Germany, Hong Kong, India, Indonesia, Ireland (*), Italy, Japan, Laos, Malaysia, Papua New Guinea, Philippines, Portugal, South Africa, Spain, USA and more to come!

the most SPORT anywhere!

LIVE Soccer, Rugby, Grand Prix Auto Racing, NBA Basketball and Tennis from around the globe. Channels with nothing but sport! Channels devoted to just one sport (i.e., Golf [*]). All live and direct via cable.

The Most MOVIES Anywhere!

MORE movie-only channels from the "goodies but oldies" (TNT, American Movie Classics [*]) to the international (BRAVO Films [*]) to the modern recent release - Cable TV has movies for every taste, 24 hours!

PREMIUM CABLE: 35+ channels and growing every month!

Premium is all about having the maximum range of television programme selection right there at your fingertips. There are new channels available every month or two - we add them to the PREMIUM service as a matter of course. PREMIUM is your guarantee that while you may not choose to watch some channels, you do have that choice because they are right there on the dial ready for you to "tune-in" anytime you may wish. With PREMIUM you miss nothing - if it is on TV - it is on PREMIUM! (* / scheduled 2nd half 1997)

"We were sceptical Cable was for us - until a 'certain' member of the family found all of the Golf coverage. Then I discovered the depth of news reports and became an avid fan the day they released hostages in Peru and I stood there ironing realising I was witnessing history in the making-live in Mangonui!"

WE'RE REALLY COOKING

food NETWORK™

What About SKY only?	√ YOU can have SKY service delivered to your home, via Cable √ AND you may subscribe to SKY-CABLE only, using your existing aerial for TV1, TV2, and TV3 √ OR, you may add SKY to either our BASIC or PREMIUM service
SKY only	HOW IT WORKS: Like any Cable subscriber, your TV is connected to our Cable. Most TVs will require NO set-top for Sky - you will have a switch to select either SKY or from your existing aerial TV1, TV2 and TV3.
The SKY schedule	SKY is transmitting to us via satellite. They are creating their satellite service in stages. ONLY SPORT will be available initially (1 April to end of 1997), followed by SKY Movies, SKY Orange and other channels by 1998.
Can you be SELECTIVE with Sky?	NOT QUITE. SKY is sold as a "package" of services. For the first 8 months, the package will have ONLY SPORT. When SKY adds Movies and "Orange," we are required to add these channels to SKY subscriber packages too.
Will we pay more for SKY through Cable?	NO. SKY services through Cable are identical to what most people pay for SKY when they live where it can be received with a rooftop aerial. AND during the months when we have SPORT only, the rate is **lower**.
What about the INSTALLATION for SKY only?	THERE IS an installation fee, like all Cable homes that are connected; SKY ONLY homes pay a higher installation fee initially because of the special equipment required that limits your reception to only SKY.

SKY-CABLE is the same SKY TV available elsewhere in New Zealand. This is your guarantee that New Zealand Rugby, Cricket and other National Sports will be available in your home. AND - you may expand your TV choices by adding SKY to either "Basic" or "Premium!"

THE Family CHANNEL®

"It has been the most enjoyable addition to our household we can recall. Discovery is fantastic, we avidly follow the news reports certain that if anything happens anyplace in the world, Cable will transport us there instantly. And we don't miss all of those constant commercial breaks found on New Zealand TV!"

√ YOUR HOME can have our "Basic Service" plus SKY programming at an overall discount

√ YOU MAY upgrade to PREMIUM plus SKY, or downgrade to BASIC (only) or SKY (only) at the end of any month

BASIC plus SKY

HOW MUCH?	$49 per month (*) without set-top converter	$53.50 per month (*) with set-top converter

*/ During balance of 1997 while SKY Sport ONLY is available; when SKY Movies and SKY Orange are added to the service, then $64 (without set-top) or $68.50 (with

What is INCLUDED in this package?

SKY - of course - plus our 13 channel "Basic Package" that includes TV1, TV2, TV3, Country Music, MCM Music, MGM/TNT Movies, Discovery, CNN (news), CNBC (news) NBC Asia (Sport, Soaps, Movies, Features), Home Shopping and more!

Your #	Cable Ch.	Service	Description of Service
1	3	SKY Sport	NZ Rugby, Cricket, International Sport from ESPN, Star Sport
2	4	SKY Movies (*)	Recent Release and Classic Movies
3	5	CIC-5	Community Information Channel (Bulletin Board Service) + Paradise Radio
4	6	Programme Guide	Our schedule of Movies, Sport and Special Presentations + World Radio
5	7	CNN (news)	24 hour World News from CNN (USA)
6	8	Discovery	Nature, Science, Adventure, Documentaries (24 hours)
7	13	TV1	New Zealand's Television One
8	14	TV2	New Zealand's Television Two
9	15	TV3	New Zealand's Television Three
10	17	Cartoons/MGM	Cartoon Network (10AM-2PM), MGM Movies (2PM-10PM, 12mid-10AM)
11	18	Home Shopping	A Shopping Mall in your home, toll free ordering with credit card
12	19	NBC Asia	Sport, Movies, News, Documentaries, Soap Operas, Kids Programming
13	20	CNBC	World Financial News, 24 hours
14	93	SKY Orange (*)	Sport, Movies, Serials
15	98	CMT	Country Music from Nashville (24 hours)
16	99	MCM (music)	Current Pop Music, Concerts, Special Interviews and Themes

*/ SKY Movies, SKY Orange available late 1997

"Imagine living at magical Doubtless Bay and having 30+ channels from all over the world at our fingertips! You cannot visualise how much this means until it is in your home and you are free to 'Channel Surf' the globe from your lounge!"

EURO PACIFIC SPORTS NETWORK

PREMIUM plus SKY

√ IT DOESN'T get any better than this - anyplace in New Zealand!

√ YOUR HOME receives everything there is to have on Cable - including new channels as they are added!

√ THE CHANNEL list is so extensive it won't fit onto this page!

(See next 2 pages)

HOW MUCH?	$75 per month (*) without set-top converter	$79.50 per month (*) with set-top converter

*/ During balance of 1997 while Sky Sport ONLY is available; when Sky Movies and Sky Orange are added to the service, then $90 (without set-top) and $94.50 (with set-top).

The WORLD in your home-

-neatly wrapped in a box!

SKY TELEVISION

"As a School Teacher with two young children, I am more conscious than most about what my children do in their spare time. What we have found is children given the opportunity to explore will do so - and Cable has become a prime medium of world exploration in our home."

√ A LOOK at the full channel line up (*)
√ A COMPARISON of the different levels of service
√ FIND WHAT you want in your home and select
* / Channel line-up subject to updating and change as new services become available

What CABLE Offers

SERVICE	When Available	Basic	Premium	Sky Only	Basic + Sky	Premium + Sky
ABC Australia	late 1997		X			X
American Movie Classics	2nd half 1997		X			X
BET on Jazz	2nd half 1997		X			X
Bravo (films)	2nd half 1997		X			X
Cartoon Network	now available	X	X		X	X
CCTV China	now available		X			X
CFI France	now available		X			X
Community Information	now available	X	X		X	X
Country Music TV	now available	X	X		X	X
CNBC News	now available	X	X		X	X
CNN News	now available	X	X		X	X
DBTV Programme Guide	now available	X	X		X	X
Deutsche Welle Germany	now available		X			X
Discovery	now available	X	X		X	X
EM TV Papua New Guinea	now available		X			X
ERTU Egypt	now available		X			X
Eternal Word TV	now available		X			X
Euro Pacific Sport	2nd half 1997		X			X
Eye on America	2nd half 1997		X			X
Family Fitness	2nd half 1997		X			X
Food Channel	2nd half 1997		X			X
Golf Channel	2nd half 1997			X	X	X
Home Shopping	now available	X	X		X	X
Indonesia RCTI	now available		X			X
Indonesia TVRI	now available		X			X
Internet	2nd half 1997		X			X

CHANNEL LIST CONTINUES - next page

"I cannot imagine life without Cable in our home, and we have had it for less than a year! Movies at all hours, crystal clear reception - even our TV2 is now sharp and clear where as before it was not of good quality. A home without Cable is missing the real world!"

what CABLE offers (2)

√ WOULD YOU **go into a library with only 3 books on offer?**
That is what cable TV is all about; selection, diversity, choice.
√ CABLE TV **broadens your world - educates, informs and entertains.**
When you have Cable and "*there is nothing on TV*" - there really is
"nothing on TV!"

SERVICE	When Available	Basic	Premium	Sky Only	Basic + Sky	Premium + Sky
Ireland RTE	2nd half 1997		X			X
Italy RAI	now available		X			X
Laos National TV	now available		X			X
Malaysia RTM	now available		X			X
MCM Music	now available	X	X		X	X
Mind Extension University	2nd half 1997		X			X
National Geographic Television	1st quarter 1998		X			X
NBC Asia	now available	X	X		X	X
News World	2nd half 1997		X			X
NHK Tokyo	now available		X			X
Outdoor Channel	2nd half 1997		X			X
Paris TV5	now available		X			X
Philippines GMA	now available		X			X
Recent Release Movies	Now available (until Sky movies start)		X			X
SBS Australia	late 1997		X			X
Sky Movies	end 1997			X	X	X
Sky News London	now available		X			X
Sky Orange	end 1997			X	X	X
Sky Sport	April 1997			X	X	X
Spain RTVE	now available		X			X
Star TV Hong Kong	now available		X			X
TAB Horse Racing	end 1997		X			X
Travel Channel	2nd half 1997		X			X
Trio Entertainment	2nd half 1997		X			X
TV1 New Zealand	now available	X	X			X
TV2 New Zealand	now available	X	X			X
TV3 New Zealand	now available	X	X			X
Weather Channel	now available		X			X

TARA

TELEVISION **featuring high quality, general entertainment from RTE, the Irish National Broadcaster**

"When we moved here from Auckland, I said to myself 'Oh well, we'll just watch less TV.' Cable TV was a shock - imagine those poor folks in the city stuck with just the networks and SKY! It is nice to find out one actually has a 'bigger world' in Coopers Beach than down there in Auckland!"